

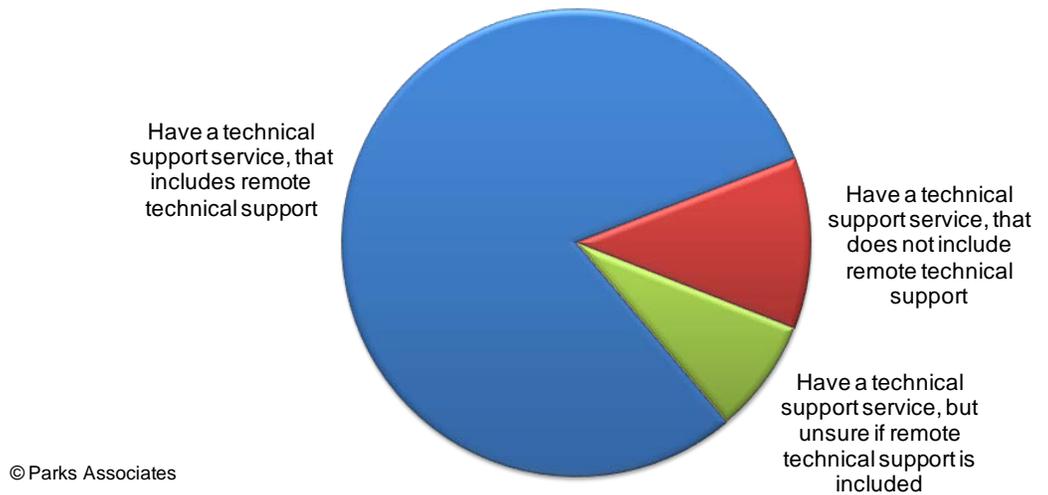
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

SYNOPSIS

Warranties and Support Services for PCs & Tablets compiles data from multiple surveys to examine current adoption of warranty and support services, satisfaction with these offerings, and their impact on perceptions.

Parks Associates' **Digital Home Support Services** research service analyzes consumer experiences, preferences, and expectations for premium home technical support services.

Premium Technical Support Service & Remote Technical Support
(U.S. Broadband Households)



ANALYST INSIGHT

“Consumers are generally satisfied with the warranties and technical support services they have for tablets and computers. More effort is needed to sell support services to online shoppers. Retailers have been successful in selling support services in-store, and their success highlights an opportunity to sell more support services to online shoppers if the right means can be found.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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Warranties and Support Services for PCs & Tablets

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